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ABSTRACT

In 1969 the U.S. Office of Education sponsored a national meeting to examine information dissemination efforts within state education agencies. This initial encounter was designed to introduce the establishment of a network of communication and cooperation involving USOE and the agencies. Texas was awarded funds to begin a study. In 1971 the South Carolina Department of Education was given the contract to continue the work. This document is a summary of the major activities undertaken. The appendices (which are the bulk of the document) include evaluations and summaries of the national conferences and steering committee meetings. (Author/DH)

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FINAL REPORT

Project No. 600114
Grant No. OEG-0-71-4131

A Joint Effort to Enhance the Dissemination Functions of State Education Agencies

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Project Director

South Carolina Department of Education

Columbia, South Carolina

June 29, 1973

U. S. Department of
Health, Education, and Welfare

Office of Education
National Institute of Education

LI 004 371

A JOINT EFFORT TO ENHANCE THE DISSEMINATION FUNCTIONS OF STATE EDUCATION AGENCIES

FINAL REPORT

INTRODUCTION

In the fall of 1969 the United States Office of Education sponsored a national meeting to examine information dissemination efforts within SEA's. This initial encounter was designed to introduce the establishment of a network of communication and cooperation involving USOE and the state education agencies. With the anticipated expansion of the responsibilities of a central coordinating agency, the National Center for Educational Communication within USOE was established in 1970 and became the focus for continuing efforts in information dissemination. In August, 1972, the National Institute of Education was established and took over the role of NCEC.

In June, 1970, the Texas Education Agency was awarded funds to operate a project entitled "Improvement of the Dissemination Function of State Departments of Education" to facilitate the diffusion of practices in information dissemination through a "secretariat" position. Two national conferences were sponsored by the Texas Project for dissemination representatives named by each Chief State School Officer. The first meeting emphasized the definition of dissemination, specifically the elements of a dissemination program; the second identified strategies to put educational research into educational practice.

When the Texas Project terminated in 1971, a great need remained for the continuation of the effort to produce an efficient and effective national system. The South Carolina education agency was funded for 1971-1972 to operate a project entitled "A Joint Effort to Enhance Dissemination Functions in State Education Agencies." In the summer of 1972 the project was funded for an additional

six months, and that December another grant was awarded to take the project through June 30, 1973. This project was designed to provide practical training in the dissemination of educational information, to identify dissemination models within the states, to identify resources for assistance in implementing these models, to establish a data base of current state dissemination practices, and to maintain and strengthen existing communication channels now operating between NIE and state education agencies.

For the past two years the South Carolina Department of Education has worked toward the completion of the above objectives by implementing various specific activities. These activities were conducted in close cooperation with the personnel from the National Institute of Education, the Steering Committee, and the designated State Dissemination Liaison Representatives.

Major Activities (July 1, 1971 to September 30, 1971)

A. The first project Steering Committee meeting was held in St. Louis, Missouri, on September 1-2. The members at that time were: South Carolina, Texas, Utah, New York, and Nebraska. The committee discussed all the activities of the project with particular emphasis on the following:

1. Proposed objectives for the project.
2. Proposal of alternatives for the dates, location, and program of the first national conference.
3. Design for the collection and analysis of data on dissemination efforts from state education agencies. (Update of Management Reviews.)
4. Status report concerning the "state of the art" of national efforts to coordinate SEA dissemination activities.
5. Proposal for the September issue of the national project newsletter.

B. A format for the project newsletter was designed and approved. The major purpose of the newsletter was to identify and discuss current trends, events and resources in information dissemination within state education agencies. (See Appendix A.)

C. A design was developed for the collection, analysis, and reporting of data on state education agency dissemination efforts.

Major Activities (October 1, 1971 to December 31, 1971)

A. The first National Dissemination Conference hosted by this project was held at the Sheraton-Jefferson Hotel, St. Louis, Missouri, November 9-10. The objectives of the conference were:

1. To provide practical training in the information dissemination process.
2. To provide a forum for the sharing of promising educational practices.
3. To convey to the conference participants the objectives and activities of the project.

(A summary of the conference proceedings is in Appendix B.)

B. An evaluation instrument developed by the Evaluation Section, Office of Research, to measure the effectiveness of the National Conference was distributed to each participant. (See Appendix C.)

C. The first issue of the project newsletter was printed and distributed.

Major Activities (January 1, 1972 to March 31, 1972)

A. A Steering Committee meeting was held in Atlanta, Georgia, January 11-12. The purposes of this meeting were to evaluate the project to date, with particular emphasis on the National Dissemination Conferences, and to set directions for future project activities, with emphasis on possible national or regional meetings. (See Appendix D for summary.)

B. The second issue of the project newsletter was printed and distributed.

Major Activities (April 1, 1972 to June 30, 1972)

A. A Steering Committee meeting was held in Columbia prior to the National Dissemination Conference (May 10, 1972). Final details of the conference were discussed with emphasis on the role of Steering Committee members. The new

Steering Committee members (Glenn White, Missouri, and George Katagiri, Oregon) were introduced. The Steering Committee also met briefly in Columbia after the National Conference to make an initial assessment of the effectiveness of the conference and to discuss the results of the regional group meetings.

B. The second National Dissemination Conference hosted by this project was held at the Town House Motor Inn, Columbia, South Carolina, May 11-12. Objectives of this conference were:

1. To be informed of recent developments and projected support for SEA communication efforts by the National Center for Educational Communication.
2. To observe major components of a state system for the dissemination of technical and program information through Educational Extension Agents.
3. To discuss regional communication efforts (as a follow-up to the national meeting).

(See Appendix E for Conference Summary.)

C. The third issue of the project newsletter was printed and distributed.

Major Activities (July 1, 1972 to September 30, 1972)

A. Missouri and Oregon replaced Texas and Utah on the Steering Committee according to the stipulations of the project proposal for a routine change of Steering Committee representation.

B. The fourth issue of the project newsletter was printed and distributed.

C. Region I (New York, Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, Delaware, New Jersey, Pennsylvania, District of Columbia, and Maryland) held a meeting in Downington, Pennsylvania, on September 21, 1972.

D. The results of the evaluation of the May National Conference were compiled and reported to the project advisor, the Steering Committee, and all conference participants. (See Appendix F.)

E. An evaluation form for the newsletter was developed.

F. A report of the proceedings of the National Dissemination Conference, November 9-10, 1971, was printed and distributed.

Major Activities (October 1, 1972 to December 31, 1972)

A. A Steering Committee meeting was held December 6-8, 1972, at the Hotel Burlington, Washington, D. C. (A summary of this meeting is in Appendix G.)

B. The fifth issue of the Project Newsletter was printed and mailed.

C. A proposal for a six months continuation of the National Project was submitted. (See Appendix H.)

Major Activities (January 1, 1973 to March 31, 1973)

A. A grant was awarded for a six months continuation of the National Project.

B. Copies of the proceedings of the National Conference of May, 1972, were printed and mailed out to all participants of that conference.

C. The Report of State Dissemination Practices was printed and mailed out to all State Dissemination Liaison Representatives. (The summary and analysis is in Appendix I.)

D. A Steering Committee meeting was held in Chevy Chase prior to the National Dissemination Conference (February 21, 1973). Final details of the conference were discussed with emphasis on the role of Steering Committee members. The Steering Committee also met briefly in Chevy Chase after the National Conference to make an initial assessment of the effectiveness of the conference.

E. The third National Dissemination Conference hosted by this project was held at the Holiday Inn, Chevy Chase, Maryland, February 21-23. Objectives of this conference were:

1. To provide learning opportunities for those involved in dissemination by providing outstanding projects for display and speakers who can best help us put dissemination efforts into effective practice.

2. To share with NIE representatives our interpretation of the directions we consider critical in developing effective capabilities in State Education Agencies.

3. To inform all state representatives of the actual status of our effort to continue to play significant roles in the development and utilization of dissemination activities.

(A summary of the conference proceedings is in Appendix J.)

Major Activities (April 1, 1973 to June 30, 1973)

A. The results of the evaluation of the February National Conference were compiled and reported to the project advisor and other members of the National Institute of Education who attended that conference. (See Appendix K.)

B. A report of the proceedings of the National Conference, February 21-23, 1973, was completed and distributed to those who participated in that conference.

Actual Problems and Recommendations--

1. The mailing out of materials for approval and return is an important aspect of the project. However, the process proved to be more time consuming than anticipated.

Recommendations--

- That the secretariat be given more freedom in the decision-making processes.

2. The process of preparing, editing, and printing the project newsletter proved more time-consuming than anticipated. Original publication dates had to be altered considerably along with the number of newsletters printed.

Recommendations--

- That the newsletter be printed on a quarterly basis.

- That the monthly mailout be used as a supplement to the newsletter.

General recommendations for overall project--

- That the Steering Committee be allowed to have a more active role in the activities of the National Project. (More than the planning of a conference.)

- That there be developed some means by which State Dissemination Representatives can give and get feedback on particular problems and current issues. Perhaps a quick response form could be developed.

- That more emphasis be placed on regional meetings. It is also recommended that the same person designated as State Dissemination Liaison be the person attending the regional meetings.

- That evaluation forms be submitted early enough to go through the proper forms control channels.

APPENDICES

A. Newsletter Design

B. November Conference Summary

C. November Conference Evaluation

D. Summary of January Steering Committee Meeting

E. Summary of May National Conference

F. Evaluation of May National Conference

G. Summary of December Steering Committee Meeting

H. Summary and analysis of Report on State Dissemination Practices

I. Proposal for continuation funding

J. Summary of February National Conference

K. Evaluation of February National Conference

NATIONAL PROJECT NEWSLETTER

This newsletter is designed to accomplish two objectives: to inform state education agencies of current trends, events, and sources of information concerning information dissemination; and to provide a forum which state education agencies can utilize to share individual promising practices in information dissemination. The project staff anticipates that the information contained in these newsletters would be significantly helpful to the state agencies in their efforts to define, implement, or improve information dissemination strategies appropriate to their situation. The following detailed description of the newsletter format will demonstrate how the objectives are to be achieved.

Title: Information Dissemination Report
(identifying trends, events, and sources of information which promise to be significantly helpful to state agencies).

Publication dates:

1971--
September 27
October 18
December 13

1972--
February 7
April 3
May 29
July 24
September 18
November 6
December 18

General Format:

The first section (pages one-three) of each newsletter would be devoted to a particular topic on information dissemination. The topics would be arranged cumulatively; each topic would be either a ramification of a previous topic or an introduction to an upcoming one. This portion of the newsletter would serve to accomplish the first objective by informing state education agencies of current

trends, events, and sources of information concerning information dissemination.

The second section (pages four-six) would provide a forum for sharing ideas from various sources on information dissemination.

Individual states, United States Office of Education, the Central Project Staff, the Project Steering Committee, all would leave an opportunity to contribute information on promising practices, dissemination techniques and strategies, and other related topics.

Page Format:

Page One:

A research-based report on the topic selected for each issue would introduce the newsletter. This report would summarize for the reader research findings on the topic.

Page Two:

Individuals with expertise in the area under discussion in a particular issue would be invited to submit a "guest editorial" or "expert's comment." This input from those with both knowledge and experience in the area of information retrieval and dissemination would lend invaluable assistance to State Education agencies by defining new strategies; supporting existing techniques, etc.

Page Three:

An annotated source list would be published in each issue. These sources would relate directly to the topic of the issue and be identified from ERIC, journal articles, and other published and unpublished documents.

Pages Four-Five:

This section, entitled "Status," would give five states an opportunity to define and outline their efforts in information dissemination. Different states would report in each issue, so that all states would have

eventually an opportunity to contribute. Each report would be designed to indicate specific advantages and disadvantages of the state agency's information dissemination system with respect to organizational structure, size, unique features, etc.

Page Six:

This page would contain three permanent sections with the option to include news from other sources if the necessity arises.

1. Report from the central Project Staff in South Carolina.
2. Report from the Project Steering Committee.
3. The remainder of page six would be devoted to an "open forum." This forum would include comments on articles, suggestions for state education agencies, news of a publication or activity, etc., written in letter form from anyone acquainted with the national and state efforts in information dissemination. These shared viewpoints should serve to enhance state education agency efforts in information dissemination.

Suggested Newsletter Topics

I. Assessment of dissemination needs.

II. Relationship of Public Information and Educational Information Dissemination.

III. Dissemination in the Administrative Structure funding, personnel, priorities.

IV. Identification of audience - who are the clients?

V. Relationship of dissemination activities to trends in education.

VI. What activities have resulted from research? (Relationship of research and development).

VII. How are the products of research-based developments demonstrated? What techniques exist for the dissemination of these promising practices?

VIII. Change Agent role - Information Dissemination Systems.

IX. Technical assistance and information dissemination systems.
ERIC
computer systems
media use

X. Source materials in dissemination -
pre-packaged materials
using local resources, etc.

XI. Information Utilization - evaluation of the system.

XII. Relationship of pilot programs to national efforts.

CONFERENCE SUMMARY

The National Dissemination Conference was held in St. Louis, Missouri, November 9-10. Forty-one states were represented; in attendance, also, were seven representatives of the U. S. Office of Education (Appendix A). The conference program was designed to emphasize practical training in information dissemination strategies and to provide opportunities for participants to exchange ideas about dissemination practices (Appendix B).

Delegates to the conference were welcomed by Dr. W. E. Ellis, Project Director, and by Dr. Lee Burchinal, Associate Commissioner, U. S. Office of Education. The training portion of the opening session began with an introductory statement by Dr. Ellis concerning structure, resources, and components of the dissemination process within a state education agency.

The first current dissemination practice demonstrated concerned "requester-initiated dissemination." The presentation by Mrs. Gladys Ingle and Dr. Vester Mulholland, North Carolina Department of Public Instruction, included a slide-tape presentation on ERIC and on the North Carolina Research and Information Center. Mr. Royal Henline, Nebraska Department of Education, reacted briefly to the demonstration. Conference participants then divided for small groups in which everyone had an opportunity to relate presented strategies to their state's capabilities.

Immediately following lunch a brief demonstration was given by Research for Better Schools, Philadelphia, Pennsylvania. Mr. John Dougherty, Project Director, discussed recent efforts in individualized instruction.

The afternoon training session followed the morning pattern of large group presentations and small group exchange of ideas. Dr. Kenneth Lindsay and Mrs. Kathy Wallentine, Utah State Department of Education, used a role-playing tech-

nique to simulate the process of "agency-initiated dissemination" within their agency. Reacting to this presentation, Mr. Gregory Benson, Jr., New York Department of Education, noted its sophistication in relation to the capabilities of most state education agencies.

Following small group discussions, a brief explanation was given of the design to collect information on state dissemination efforts.

The final activity of the afternoon involved a panel discussion of new attempts in information dissemination at both the state and local levels. Participating on the panel were: Mr. Walt Serum, California Department of Education; Mrs. Patricia Stevens, Massachusetts Department of Education; Mr. James Bowler, Merrimack Education Center, Massachusetts; and Mr. Elliot Stern, Xerox Corporation. The new attempts explored in this activity proved to be of interest to all participants.

The Wednesday session opened with a presentation by representatives of the U. S. Office of Education: Dr. Lee Burchinal, Dr. John Coulson, Mr. Robert Guelich, Mr. Robert E. Chesley, and Mrs. Mildred Thorne. New programs and federal resources were identified for the state information disseminators.

The culminating activity of the training portion of the conference was the developement by conference participants of a model dissemination system within a state education agency. Following an introduction by Dr. Diana J. Ashworth, South Carolina Department of Education, the model development efforts were pursued in small groups.

Participants met in regional groups for the final activity of the conference. The discussion emphasized the assessment of regional needs and the exploration of the concept of spring regional meetings. Reactions from participants indicate that the latter idea was most favorably received.

In addition to scheduled program activities, each conference participant was invited to submit an example of a promising practice in dissemination. Examples of products and explanations of processes were on display for the conference participants to view.

CONFERENCE EVALUATION

Evaluation forms, developed by the Evaluation Section of the Office of Research, South Carolina Department of Education, were distributed to all conference participants (Appendix P). Thirty-seven responses were received from the state dissemination representatives in attendance. Results of the evaluation can be summarized as follows:[1]

1. Participants gained useful information in the large group sessions, although a request was expressed for handouts prepared by those giving presentations.

2. The promising practices display could have been more effective had more states participated; participants agree that such a display should be continued if improved upon.

3. More than half of the participants expressed the need for more opportunities to share ideas on a less formal basis; the implication here may be that conferences either need to be lengthened or the conference schedule shortened.

4. The reaction was mixed concerning the relevance of the presentations on requester-initiated and agency-initiated dissemination strategies. Those state agencies without an organized program may require sessions more specifically geared to their needs.

5. Only one third of the participants found the Model Development Session to be an excellent learning experience. Although the activity had potential, lack of time seemed to inhibit its effectiveness.

6. The small group sessions were considered effective and should be repeated at the next conference.

7. The large group sessions were considered effective and should be continued.

8. Reaction was mixed on the question of whether or not the conference was organized to make efficient use of participants' skills and knowledge.

9. The majority of participants indicated that information presented at the conference was relevant and provided guidance in the implementation of dissemination activities.

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[1]These summarized results are based on the responses to questions on the form, not on individual comments.

10. Three-fourths of the participants felt that the conference furthered the implementation of a nationwide information dissemination program.

11. Reaction was mixed, although generally favorable, to the utilization of regional groups as an effective way of exploring the constraints and facilitating factors to the regional coordination of dissemination activities. Again, the potential of the activity may have been inhibited by the short amount of time allotted and the scheduling of the activity near the end of the conference.

12. Participants indicate that they will be able to utilize within their SEA's methods and concepts presented at the conference.

13. Mixed reaction was received on the question of not being able to utilize material presented at the conference because of constraints exerted by SEA personnel and state factors at the time of implementation.

The activities found most valuable and effective by conference participants were small group sessions, the USOE presentation, and presentations of exemplary efforts. A variety of activities were mentioned as least effective. No one part of the program received an overwhelming negative reaction.

Participants indicate that a need still exists for: more interaction between USOE and state dissemination representatives, particularly at these conferences; more opportunities for state dissemination representatives to be made aware of USOE official policy, changes in programs, and new programs; a continuation and strengthening of the regional concept; the development of a generally-accepted definition of dissemination; even more concrete training experiences with special emphasis on practical ideas that work and on strategies after the ERIC search for SEA's with limited capabilities.

A detailed report of evaluation results follows. Comments listed are direct quotes taken from the returned evaluation forms.

CONFERENCE EVALUATION

In order to help us determine the effectiveness of the Dissemination Conference, we need your reactions to this opinionaire. Please complete and return to: Mrs. Jane H. Ness, 1208 Rutledge Building, Department of Education, Columbia, South Carolina 29201.

Below are a number of statements concerning the Conference. To the right of each statement a scale is provided for you to record your reaction to the statement.

SA=Strongly Agree
A=Agree
N=Neutral
D=Disagree
SD=Strongly Disagree

Please react to each item by placing a checkmark in the appropriate place on the accompanying scale.

1. I was able to obtain a great deal of information concerning recent developments in the National Center for Educational Communication.

SA	A	N	D	SD

2. The information presented concerning new ECEC projects was insufficient.

SA	A	N	D	SD

3. There were not enough opportunities to share ideas on dissemination with other conference participants.

SA	A	N	D	SD

4. The small group sessions were effective and should be repeated at the next conference.

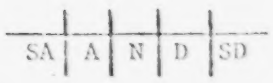
SA	A	N	D	SD

5. The on-site visit to an operational state dissemination system was most useful.

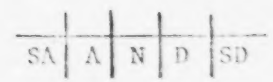
SA	A	N	D	SD

6. The on-site visit to an operational state dissemination system should be repeated at the next conference.

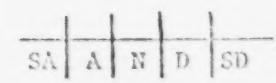
7. The conference was organized to make efficient use of participants' skills and knowledge.



8. The display of promising dissemination practices was not effective and should be repeated at the next conference.



9. Modifications should be made in the design for the display of promising dissemination practices.



10. Information and methods of procedure presented at this meeting were too general to provide guidance in the implementation of dissemination activities.

11. In the regional group meeting, I was able to gain a greater understanding of regional coordination in dissemination activities.

12. I will be able to utilize within my SEA methods and concepts presented at the conference relating to the implementation of dissemination activities.

13. I may not be able to utilize within my SEA methods and concepts presented at the conference due to constraints exerted by my SEA personnel and state factors at the time of implementation.

The activities of the conference which I found most valuable and effective were:

_____

_____

_____

_____

The activities of the conference which were of least value or least effective were:_____

_____

_____

_____

I feel that a need still exists for:_____

_____

_____

_____

Additional comments:_____

_____

_____

_____

_____

EVALUATION RESULTS

1. I was able to obtain a great deal of useful information in the large group meetings.

Strongly Agree	- 13.5%
Agree	- 67.5%
Neutral	- 10.8%
Disagree	- 8.1%
Strongly Disagree	- None

Comments:

"Prepared handouts would have been helpful."

2. The display of promising dissemination practices was effective and should be repeated at the next conference.

Strongly Agree	- 21.6%
Agree	- 48.6%
Neutral	- 27.0%
Disagree	- 2.7%
Strongly Disagree	- None

Comments:

"Not enough states responded."
"Especially the one-page written summary of pertinent evaluation."
"Too few materials were 'promising practices' but the display should be repeated--the materials brought back will be of interest to certain staff at SEA."
"Should be improved upon."

3. There were not enough opportunities to share ideas on dissemination with other conference participants.

Strongly Agree	- 19.4%
Agree	- 33.3%
Neutral	- 16.6%
Disagree	- 25.0%
Strongly Disagree	- 5.5%

Comments:

"It seemed we could have used more time but the conferences have been an excellent length even if a bit rushed."
"We need time for an informal 'give and take' session."

4. Examples of requester-initiated dissemination strategies presented by other states will be useful in my state.

Strongly Agree	- 13.5%
Agree	- 43.2%
Neutral	- 37.8%
Disagree	- 5.4%
Strongly Disagree	- None

5. Ideas presented about agency-initiated dissemination will be of little value to my state agency.

Strongly Agree	- None
Agree	- 24.3%
Neutral	- 18.9%
Disagree	- 45.9%
Strongly Disagree	- 10.8%

Comments:

"We already follow the format presented in the large group meeting."
"I do believe additional time or a special session should be available for those SEA's which do not have an organized dissemination program. Those people's needs are vastly different from an ongoing program's."

6. The Model Development Session was an excellent learning experience.

Strongly Agree	- 2.9%
Agree	- 29.7%
Neutral	- 37.8%
Disagree	- 10.8%
Strongly Disagree	- 10.8%

Comments:

"Not enough time; group too diversified."
"Not enough time."
"Potentially, yes. The short period of time was absurd."
"We really didn't accomplish too much during this session except open area for discussion."
"It could have been had my group been able to follow through on the concept."
"Frustration due to time limits and lack of micromacro interrelatedness."

7. The small group sessions were effective and should be repeated at the next conference.

Strongly Agree	- 37.8%
Agree	- 40.5%
Neutral	- 10.8%
Disagree	- 5.4%
Strongly Disagree	- 5.4%

Comments:

"The framework was excellent, but there was not enough time to get into the work."

8. The large group sessions were useful and should be repeated at the next conference.

Strongly Agree - 21.6%
Agree - 64.8%
Neutral - 8.1%
Disagree - 2.7%
Strongly Disagree - 2.7%

Comments:

"Except, improve the presentations by the pilot states - e.g. furnish written proposals and papers prior to conference."
"But I would suggest not including 'impromptu simulation' or 'role playing' activity. If planned, yes! either can be most effective."

9. The conference was organized to make efficient use of participants' skills and knowledge.

Strongly Agree - 16.2%
Agree - 51.3%
Neutral - 10.8%
Disagree - 16.2%
Strongly Disagree - 5.4%

Comments:

"Too little opportunity for non-pilot states to respond to pilot projects."

10. Information and methods of procedure presented at this meeting were too general to provide guidance in the implementation of dissemination activities.

Strongly Agree - 8.1%
Agree - 18.9%
Neutral - 8.1%
Disagree - 64.8%
Strongly Disagree - None

Comments:

"Most ideas were general, but that is the state of the art - many ideas came from hearing these various procedures that need to be tried out."

11. The conference has not furthered the implementation of a nationwide information dissemination program.

Strongly Agree - 2.7%
Agree - 2.7%
Neutral - 16.2%
Disagree - 56.7%
Strongly Disagree - 21.6%

Comments:

"I am still interested in terminals interconnecting SEA's and OE with one data base and procedure."

12. The utilization of regional groups was an effective way of exploring the constraints and facilitating factors to the regional coordination of dissemination activities.

Strongly Agree	- 5.8%
Agree	- 55.8%
Neutral	- 29.4%
Disagree	- 5.8%
Strongly Disagree	- 2.9%

Comments:

"Not enough time; too many states not represented in my group."
"No time!"
"We just didn't have sufficient time - but, hopefully, the annual Regional Conference will become a reality."
"Most of our group had departed."

13. I will be able to utilize within my SEA methods and concepts presented at the conference relating to the implementation of dissemination activities.

Strongly Agree	- 11.1%
Agree	- 58.3%
Neutral	- 19.4%
Disagree	- 8.3%
Strongly Disagree	- 2.7%

14. I may not be able to utilize those dissemination methods and concepts presented at the conference due to constraints exerted by my SEA personnel and state factors at the time of implementation.

Strongly Agree	- 8.3%
Agree	- 25.0%
Neutral	- 33.3%
Disagree	- 30.5%
Strongly Disagree	- 2.7%

The activities which I found most valuable and effective were:

Small group sessions.

47.2% of respondents indicate this activity as valuable and effective.

Comment:

"Having a representative from OE benefitted our group.
"The interaction at the operational level was very valuable. Do's, Don'ts, and Maybe's are the real gut level needs at this time."

USOE presentation.

38.8% of respondents mention this activity as most valuable and effective.

Presentations of exemplary efforts (large group sessions).

33.3% of respondents mention this activity as valuable and effective.

Comment:

"General meetings with specific presentations relating to specific situations."

Informal personal contacts.

13.8% identify this activity as most valuable and effective.

Regional discussion groups.

8.3% of responderts felt that this activity should be mentioned as valuable and effective.

Promising dissemination practice display.

5.5% mentioned this activity as most valuable and effective.

The activities of the conference which were of least value or least effective were:

These comments were more specific and could not easily be categorized.

"Speeches that take 30 minutes to give 5 minutes of information.

Agency-initiated report.

Too much lecture about non-related activities; too much talk and not enough action.

The Utah presentation--lets abort these "PR" shows--how about seeing and forwarding the formal proposals and periodic and final project reportage including outside evaluations in lieu of this jazz.

The North Carolina presentation.

Some of the talks were not as good as others nor as on target. North Carolina's tape was interesting and I enjoyed it but not quite what we needed on requester's needs. Neither of the "reactions" were tight enough.

Large group presentations--they were valuable but too much personality formats not product oriented. I want answers to questions I don't even know how to ask.

Talk was too general and abstract for the most part.

Large groups were too fragmented for depth.

The presentation by USOE.

Panel discussion.

Panel discussion was not a discussion by a panel.

Model Development session.

Sessions designed for the construction of a dissemination model and organizational chart. The majority of persons in my group: had no formal dissemination program at SEA level or it is so fragmented that it is ineffective and/or were not in a position to "officially" state present plan or future plans for dissemination.

Model Development Session--important items were discussed, but not enough time to spend on Model Development.

Xerox and IPI presentations.

Luncheon presentations do not appeal to me.

Small groups were too brief. More beneficial to vary groups and permit longer sessions.

Small group discussions: too much information to cover in the time allowed. Briefer questions and fewer questions would facilitate these sessions.

Small groups tended to get bogged down in details.

Small group sessions were not efficient.

Regional Meeting - it was pushed aside and all states were not represented, but something had to be lost."

I feel that a need still exists for:

"Helping the have-not states to catch up -
the CCSSO policy statements
the completion of the review of SMR documents.

OE to furnish more money for the creation of a central dissemination unit in SEA.

Study of organizational structure within SEA. OE assistance in involving C.S.S.O. and giving funds to all agencies.

OE personnel to make available at the Conference prepared remarks which deal with official policy, changes in programs, new programs; a formal regional program to provide information/assistance exchange.

National and regional meetings at which the Office of Education is the sponsor and attends to inform us of national issues, trends, activities, and decisions, rather than by coorespondence.

I suggest that at the next conference the USOE staff give most of the general presentations and that a major presentation be given (with a paper to be distributed) by such as Paisley, Sieber, Havelock, and Miles.

Futuristic brain-storming in terms of alternatives to USOE trends.

To define what is meant by dissemination

Really define dissemination! What does it really include?

Regional conferences.

At least three meetings/year for all dissemination liaison persons.

Further regional conferences.

More time in regional small groups or in groups of states of the same size.

Problem-solving sessions.

Small groups of those with similar needs, i.e. public information, library services, etc.

More interaction in small groups - rotating representatives of groups instead of staying with the same group.

Less structuring of small groups to provide for more exchange of state practices.

An even more concrete training experience. The model to be worked on was a good idea. There was not enough time allotted for any activity.

More legitimized policies in print within state agencies spelling out who does what in the way of dissemination, and to cut down on duplication.

Practical ideas that work-information and dissemination systems that are not too complicated.

Strategies after ERIC Search. At this point most SEA's are playing a paper hand out game.

Matrix approach for strategies-techniques relating the micro to the macro problem.

Research reports that have direct implications to information dissemination. More opportunity for dialogue among participants in small groups.

Clear outlining of measurable objectives.

Pre-preparation of conference participants.

Additional comments:

One of the most efficiently run conferences I have ever attended. You really had planned well in advance and had thought of things needed for success--Congratulations!

Well planned and organized! It is possible that our regional (at Iowa) in the spring could be great--entire emphasis on observing what and how Iowa does it.

I suggest reprints of all talks in large group meetings.

Planning was great! South Carolina is to be commended.

The basic idea of a "NDC" is an excellent one. I came to this conference ill-prepared and therefore did not gain a great deal from it. You may gain more next time by providing conference participants with an agenda, including conference workshop materials, in advance. This would permit participants to study and plan in advance for more "production." Realizing the constraints of time, I would respectfully suggest that more time be allowed for small group activities and less time for "lectures" at future conferences. . . why not employ some recognized expert in the field of dissemination for part of the next conference? e.g. someone from the National Talent Bank.

Why no minimal reportage or serious discussion of the 4 newly-funded projects? What's being done? The OE strategy with CCSSO is very good and needed.

Good conference - enjoyed and profitable.

Need on site visits for micro look at dissemination practices.

The conference was excellent - the general purpose and means of achieving this should be the subject, congratulations. Perhaps more time should have been spent designing a state dissemination model interacting with intermediaries and LEA's.

S. C. deserved an "A" in planning. Schedule was a little tight but overall this was an excellent conference.

I thing perhaps there were too many questions to handle in the small group sessions and discussion was too valuable to cut it off.

The conference was extremely well planned and executed. Although the program objectives were very realistic, the goals were unattainable because insufficient time to properly/adequately complete the agenda.
It should be pointed out, however, that one left the conference with a feeling of accomplishment, that additional work needs to be done at the SEA level by conference participants. And that's a feeling preferred to one of "we didn't do much but we had a good time." South Carolina is to be commended for the caliber of this conference with special attention directed to pre-conference planning and information dissemination. The staff was courteous, pleasant, and helpful.

The sum total of the conference means more than the sum of the individual parts. The sharing of experiences is valuable. It is essential to continue these meetings if at all possible.

I feel that these meetings are doing a tremendous service for the states. I hope there are plans to continue.

This was the first National Dissemination Conference I have attended. One of the best organized and helpful conferences ever attended. Congratulations on a job well done!

The conference was well organized and well managed. Members of the South Carolina staff were very efficient.

Dissemination is a two-way network of communication. ERIC is only a small functional unit. Purpose of the whole ball game is to improve instructions in the classrooms. This goes beyond ERIC. Guba says: "Tell (written word, conferences) Show (demonstration, models, etc.) Intervene (workshops, hands on activities, classroom manipulation, etc.) Diffuse." Most SEA's are operating at the lowest level "Tell." Strategies need to be developed to meet the other needs. No real good definition of dissemination is being put forth. USOE is making statements like . . . "identify any promising programs and bring them to our attention." This can mean anything. I have only ERIC, ERIC, ERIC. Are we fooling ourselves? Are we using ERIC and other retrieval (paper retrieved) systems to meet our ego needs. We can point to our "ERIC" systems to say we are meeting the needs of the teacher in the field.

My point is that dissemination is a network of events that will allow teachers in the field to (as an end product regardless of what part you, I, we, they play) experience actual hands-on experiences with innovative educational practices (some of these practices are 2,000 years old and some teachers haven't heard of them yet). USOE, NCEC, Far West Regional Lab, etc. speak of training for information specialists--yet few of the "states" ever refer to training as a "Dissemination" activity. This is my first "meeting." I am very disappointed in what each state is doing and while knowing they have a long way to go--they appear content with what they have. OE sessions need to be expanded and scheduled around the country. How can (do) "all the federal programs" interlock. We really need this kind of information.

Methods and procedures for dissemination that were presented were good. However, a stronger stand might be taken by State Education Agencies on those programs, which show the greatest potential for diffusion.

The topics for the small group discussions were very pertinent. More time is needed, though, for the participants to more fully develop the topics. I cannot pinpoint the particular activities at which this occurred, but I gained a great deal of insight into my own situation from various remarks in every large and small group session--plus the bull sessions in between. I feel that the greatest value of any conference of this type is the exchange of ideas and "shot in the arm" that individuals such as I receive. Solutions to your own specific problems seem to tumble out while listening to other people discussing theirs.

Conference was good as are all such meetings handled by South Carolina. South Carolina is providing strong leadership in the effecting of dissemination practice throughout the states.

California would like to commend South Carolina for an exceptional conference.

Given that we are still in the infant stages of information dissemination, I believe that it behooves us now to consider the seemingly distant concern of the benefit, either potential or actual, of the information that we attempt to deliver or are actually delivering to users. What is done by users with the information? Can some innovation or other educational benefit be attributed to our information dissemination efforts? Future SEA-USOE preplanning should build on the half-developed strengths of this conference to respect SEA exemplary programs (at least two) near the site of the next conference (re: San Diego, California) and SAC observers might be invited.

As suggested in our regional meeting (Northeast)

1. Visit an exemplary program at the site of the meeting.
2. Each of the dissemination "change agents" see need for more specific training.

The conference was well organized.

STEERING COMMITTEE MEETING

Summary

A meeting of the Steering Committee of the National Dissemination Project was held in Atlanta, Georgia, January 11-12, 1972. The Steering Committee met to evaluate project activities to date, with particular emphasis on the National Dissemination Conference, and to set directions for future project activities, with emphasis on the spring national meeting.

Following is a brief summary of the topics discussed by the Committee and the recommendations made concerning these topics:

Definition of Dissemination: The Committee identified as a priority item the need for a consistent and accepted definition of dissemination. One dissemination model was proposed for consideration by the Committee. This model identified two phases (awareness and developmental) in which all SEA dissemination activities could be said to operate. The following suggestions for revisions were made:

- implementation should be identified as a third phase. This follow-up phase would include the work of field agents.
- evaluation should also be considered as a component.
- perhaps such a dissemination model should be considered in terms of a cycle or continuum.

The decision was made that the model be revised by the project staff and forwarded to the Steering Committee for their advice and recommendations. With the approval of Committee members this definition/model would then be disseminated through each Steering Committee member to the states in his region.

Relationship of this project to national Public Information organizations (e.g. NASEDIO): In conjunction with the discussion of a SEA dissemination model, the relationship of this national dissemination project to national Public Information organizations was considered. The following suggestions were proposed:

- that Dr. Ellis, as the director and official representative of the National Dissemination Project, contact representatives of the national Public Information organizations to discuss possible mutual involvement.
- that a representative of the national Public Information organization be invited to participate in our national convention.
- that an article be submitted to their national newsletter informing them of our purpose and our activities.

Conference Evaluation: The following recommendations were made by the Steering Committee concerning the results and further use of the conference evaluation:

- the problem in planning a conference of this type is the "level of sophistication." Participants reacted differently to questions because of the differences in the backgrounds and experiences which they brought to the conference. This evaluation is valuable because it identifies trends and needs.
- a one-page explanation should be developed which provides an introduction to the total picture of the conference evaluation.

- a complete evaluation report should be sent to each dissemination representative.
- the first three pages of the report should be sent to each Chief State School Officer with a note stating that more detailed information is available from the representative.

National Conference - Spring 1972: In response to needs identified on the conference evaluation forms and in light of recent developments at the U.S. Office of Education, a national meeting has been scheduled for the spring of 1972. The meeting will be held in Columbia, South Carolina, May 11-12. Objectives and the agenda are being revised according to Steering Committee suggestions.

Regional Meetings: Each region will meet during the national conference to determine the need for regional conference. Each Steering Committee member has agreed to communicate with members of his region concerning project activities to date, particularly the spring national meeting.

Design to Prepare a Document Reporting Current Dissemination Practices in the Fifty States: The design and state summaries were presented to the Steering Committee for recommendations. The Committee suggested that the central project staff consider alternatives to the design proposed or, at least, revisions of the existing design.

Dissemination Booklet: A package of ERIC printouts on the subjects of dissemination, information centers, and change agents, could be produced by the South Carolina computer facility. This package could then be forwarded to dissemination representatives, libraries, and centers. The decision of the Committee was that copies of the package be sent to each Steering Committee member for recommendations on how it could be used.

Newsletter: The following topics were suggested for consideration in future issues:

- Educational Extension Agent Role
- Region Reports
- Changes in QUERY tapes
- DIALOG capabilities
- Summary of Pilot Project evaluation
- Budgets for proposals
- Equipment.

Steering Committee: The Steering Committee agreed to meet in Columbia both before and after the spring National Conference. According to the stipulations of the project proposal, two states will be invited to replace Texas and Utah on the Steering Committee beginning July 1, 1972. The following dissemination representatives are being considered as new members from their regions:

Region V:	Bob Lloyd - Nevada
	George Katagiri - Oregon
Region IV:	Charles Smith - Louisiana
	Richard Herlig - Kansas
	Glenn White - Missouri

CONFERENCE SUMMARY

The second National Dissemination Conference sponsored by the South Carolina-NCEC project entitled "A Joint Effort to Enhance Dissemination Functions in State Education Agencies" was held at the Town House Motor Inn in Columbia, South Carolina, May 11 and 12. Forty-five states were represented; in attendance, also, were eleven representatives of the U. S. Office of Education. The conference program was designed to provide opportunities for participants: to be informed of recent developments and project support for SEA communication efforts by the National Center for Educational Communication; to observe major components of a state system for the dissemination of technical and program information through Education Extension Agents; to discuss regional communication efforts (as a follow-up to the national meeting).

Conference participants were welcomed by Dr. W. E. Ellis, Project Director, and by Dr. Cyril B. Busbee, State Superintendent, South Carolina Department of Education. A detailed outline of the Educational Extension System was presented by Dr. Lee Burchinal, Assistant Commissioner, U. S. Office of Education and Mr. Charles Haughey, Chief, Extension Support Branch, National Center for Educational Communication.

Several of the most recent activities of the National Center for Educational Communication were identified and discussed by Mr. John Coulson, Project Officer; Mrs. Linda Levy, Project Officer; and Mr. Harvey Marron, Director, Division of Communication Systems.

Mr. Robert Chesley, Project Officer, and Mr. Robert Durkin of Automated Services, explained recent efforts by the National Center for Educational Communication to establish a system at the national level for the collection of promising practices.

The final morning presentation, Observations on Dissemination Practices, was given by Dr. Ray Peterson, Director of Special Projects, Council of Chief State School Officers.

A series of mini-sessions was held during the afternoon session. Conference participants were divided into four small groups and circulated through four mini-sessions each covering one of the following topics: The Operation of the Research Information Unit, Extension Agents, State Management, and Representative Users of RIU Services.

The Friday morning session opened with a question-and-answer session on the Educational Extension System. Representatives of the U. S. Office of Education responded to audience inquiries concerning application procedures, agent training, and other areas of interest related to the Educational Extension System.

Participants met in regional groups for the final activity of the conference. The discussion emphasized the re-assessment of the need for individual regional meetings. Definite decisions concerning such meetings should be made during the summer months.

In addition to scheduled program activities, each conference participant was invited to submit an example of a promising practice in dissemination. Examples of products and explanations of processes were on display for the conference participants to view.

CONFERENCE EVALUATION

Evaluation forms were distributed to all conference participants. (A copy of the Evaluation Form is attached). Thirty-seven responses were received from those in attendance. Results of the evaluation can be summarized as follows:[1]

1. Participants gained a great deal of information concerning recent developments in the National Center for Educational Communication.

2. The majority of conference participants agreed that the information presented concerning new NCEC projects was sufficient.

3. Reactions were mixed concerning the number of opportunities which were available to share ideas on dissemination with other conference participants. The implication here is that perhaps one group social function should be scheduled and sessions should be shortened to permit informal communication among participants.

4. Conference participants almost unanimously agreed (over half "strongly agreed") that the small group sessions were effective and should be repeated at the next conference.

5. The on-site visit to an operational state dissemination system was considered most useful.

6. The majority of participants favor the repetition of the on-site visit to an operational state dissemination system at the next conference.

7. Half of the participants felt that the conference was organized to make efficient use of participants' skills and knowledge.

8. This question was incorrectly phrased; any results would be misleading.

9. Participants indicated that modification should be made in the design for the display of promising dissemination practices.

10. Information and methods of procedure presented at the meeting were not too general to provide guidance in the implementation of dissemination activities.

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[1]These summarized results are based on the responses to questions on the form, not on individual comments.

11. Reaction was mixed concerning the effectiveness of the regional group meeting as a vehicle for gaining a greater understanding of regional coordination in dissemination activities.

12. Three-fourths of the participants indicated that they will be able to utilize within their state education agencies the methods and concepts presented at the conference relating to the implementation of dissemination activities.

13. The reaction was mixed concerning constraints exerted by SEA personnel and state factors which would hinder the implementation of methods and concepts presented at the conference.

The activities found most valuable and effective by conference participants were the afternoon mini-sessions, the USOE presentations in the general sessions (particularly the question-and-answer session), and informal personal contacts with other participants. A variety of activities were mentioned as least effective. No one part of the program received an overwhelming negative reaction.

Participants indicate that a need still exists for: clarification of definitions used in dissemination programs (e.g., Extension Agent, Communication Specialist, Field Agent); a definition of the role and responsibilities of the state dissemination liaison representative; more opportunities to share ideas and efforts with other states, with particular emphasis on an exchange of forms used by and products developed by other retrieval centers; prior presentation of materials and papers to prepare participants for conference business.

A detailed report of the evaluation results follows. Comments cited are direct quotes taken from the returned evaluation forms.

EVALUATION RESULTS

1. I was able to obtain a great deal of information concerning recent developments in the National Center for Educational Communication.

Strongly Agree	64.8%
Agree	24.3%
Neutral	8.1%
Disagree	2.7%
Strongly Disagree	None

2. The information presented concerning new NCEC projects was insufficient.

Strongly Agree	5.4%
Agree	16.2%
Neutral	8.1%
Disagree	40.5%
Strongly Disagree	29.7%

3. There were not enough opportunities to share ideas on dissemination with other conference participants.

Strongly Agree	5.5%
Agree	41.6%
Neutral	13.8%
Disagree	25.0%
Strongly Disagree	13.8%

4. The small group sessions were effective and should be repeated at the next conference.

Strongly Agree	54.2%
Agree	40.0%
Neutral	2.8%
Disagree	2.8%
Strongly Disagree	None

5. The on-site visit to an operational state dissemination system was most useful.

Strongly Agree	44.4%
Agree	47.2%
Neutral	8.3%
Disagree	None
Strongly Disagree	None

6. The on-site visit to an operational state dissemination system should be repeated at the next conference.

Strongly Agree	36.1%
Agree	50.0%
Neutral	11.1%
Disagree	2.7%
Strongly Disagree	None

7. The conference was organized to make efficient use of participants' skills and knowledge.

Strongly Agree	13.8%
Agree	41.6%
Neutral	22.2%
Disagree	19.4%
Strongly Disagree	2.7%

8. Question was incorrectly phrased.

9. Modification should be made in the design for the display of promising dissemination practices.

Strongly Agree	8.3%
Agree	61.1%
Neutral	27.7%
Disagree	2.7%
Strongly Disagree	None

10. Information and methods of procedure presented at the meeting were too general to provide guidance in the implementation of dissemination activities.

Strongly Agree	5.5%
Agree	19.4%
Neutral	11.1%
Disagree	52.7%
Strongly Disagree	11.1%

11. In the regional group meeting, I was able to gain a greater understanding of regional coordination in dissemination activities.

Strongly Agree	10.7%
Agree	32.1%
Neutral	28.5%
Disagree	14.2%
Strongly Disagree	14.2%

12. I will be able to utilize within my SEA methods and concepts presented at the conference relating to the implementation of dissemination activities.

Strongly Agree	14.7%
Agree	64.7%
Neutral	20.5%
Disagree	None
Strongly Disagree	None

13. I may not be able to utilize within my SEA methods and concepts presented at the conference due to constraints exerted by my SEA personnel and state factors at the time of implementation.

Strongly Agree	3.1%
Agree	28.1%
Neutral	21.8%
Disagree	46.8%
Strongly Disagree	6.2%

The activities which I found most valuable and effective were:

Small group sessions.

41.6% of respondents specifically mentioned this activity as most valuable and effective.

Comments:

"Visit to the four 'stations'--excellent presentations with good give and take in question and answer sessions--clear, logical explanations."

"Participants were able to interact easily with panel members and other participants."

"This is where I could get more direct information."

"All small group meetings were not all equally useful or interesting."

USOE presentations in general sessions.

25.0% of the respondents specifically mentioned this activity as most valuable and effective.

Comments:

"Especially the last meeting in which we were allowed to ask questions."

Informal personal contacts.

8.3% of the respondents specifically mentioned this activity as most valuable and effective.

Comments:

"Informal evening interaction. I was able to look at the available computer programs and compare same. Interaction with OE people."

Other:

"All of it was of great importance. I have a whole notebook of notes. It will take me several weeks to implement all that I need to."

"All activities--general group meetings, small and regional."

"In general, testimony of USOE's willingness to help us."

"Each session contributed to, or was related to, the next session so that the conference gave a total picture of program dissemination from Federal to state to local."

The activities of the conference which were of least value or least effective were:

These comments were more specific and could not be categorized.

"State Management small group."

"The management section of the afternoon sessions was most ineffective mainly because I think this is something we cannot change too much nor become personally involved. The other three were very practical."

"NCEC presentations. Handouts needed on some presentations. Lecture approach not in the best interest of participants. Use multi-media (as Burchinal did). This was better and more meaningful."

"USOE presentations--too many assumptions were made in the area of prior knowledge--a summary sheet of main points would allow the audience to listen instead of write."

"The long speeches in the first morning session."

"Large group 'speeches' are a poor communication device."

"Displays were not set up soon enough."

"Regional meetings--most of the regional reps are unable to travel out-of-state with funds handled by the state."

"Not much chance to mix with other participants. Recommend a 'mixer.'"

"Tight schedule--no planned sight-seeing. Some people may never have an opportunity to visit this 'fair' land again."

"I cannot isolate one 'least effective activity.'"

I feel that a need still exists for:

"Clarification of definitions: Field Extension Agent--USOE; Field Agent--SEA; Communication Specialist--LEA level; this causes some confusion in semantics."

"Defining the role of dissemination 'liaison'; defining 'dissemination,' more hand-outs, more organized mailings to liaison representatives."

"To define in simple terms the role or job of the extension agent; to more clearly identify what we are 'disseminating,' why and to whom; to define and describe the responsibilities and expectations of the state liaison representative."

"More exchange of forms and products of centers--e.g., request forms, evaluation forms, user needs studies, monthly report forms and display of reports; resource packages and other products for users."

"More sharing of ideas and efforts by other states."

"For retrieval staffs: some specific training in the use of Query or perhaps a session on logic writing."

"A handbook showing sources of information of all kinds relating to State Dissemination Centers. Locations of fugitive materials, comparisons of retrieval services, bibliographies for reference libraries, etc."

"Informal conversations with other participants. I did not feel that there was time enough between sessions for this, and no common evening functions such as in Austin."

"More informal interaction in small groups."

"Refinement of small group activities. Try some triads. Schedule some second-night activities."

"Prior presentations of materials and papers. Prime the participants more--e.g. the USOE draft 'rfp.'"

"Helping less developed states get started."

"Approaches to coordination of information dissemination in State Departments. OE should take a firmer stand."

"Issue oriented discussions--re: RCU/ Occ Ed/ Sp Ed/ Title III/ 402 interplay at the state level; handling controversial clients/requests."

"Continued conferences of this type."

"The same at least once a year."

"Regular regional meetings."

"National Conferences and regional meetings."

Additional Comments:

"Great--1,000 times better than St. Louis."

"This was the best meeting on ERIC or dissemination I have attended since I started in 1969. I wish there had been more time for NCEC officials to have presented and discussed their materials."

"Where do we go from here?"

"I think this has been the most practical conference yet. We are getting down to nuts and bolts. I think the continuity of membership is important."

"Overall this conference was much better than those in the past."

"The conference was most enjoyable, and I feel that the time was well spent."

"Having Miss South Carolina entertain was an excellent plus to a well-planned program."

"Educational Products Display Mini-Kit--an excellent dissemination technique."

"I would suggest that some of our efforts, including financial resources, should be directed to public information."

"Much improved over previous conferences--particularly nice was the omission of 'PR' whitewash efforts by presenting projects. Excellent!"

"I think that the whole conference was timely, well planned, informative, and on target."

"A summary sheet of the conference for participants to include in their report to their own supervisors. Also a summary before the meeting to 'clue in' new people who have been sent to hold continuity."

"I think that small presentation areas for those states with dissemination practices would have been more effective."

"More explanation of the role of NCEC in connection with the SEA would be most helpful."

"Typical South Carolina hospitality greatly appreciated."

"Very beneficial. Our best conference to date!"

"Best conference. Real 'nuts and bolts.' Congratulations to all of you."

"Gracious people organized and ran the program. I hope others do as well at future sites."

"While the purpose of the meeting definitely is task oriented (and should

be), I would hope that climate and setting would be a consideration in future planning. Most groups I know of go toward the mountains when it is hot and sunny deserts when it is cold. Doesn't this suggest sites such as Washington State, Colorado, Minnesota, Phoenix, San Diego, and Miami?"

"Dr. Ellis and his staff were gracious hosts and the Federal staff did a great job of the status quo of dissemination along with other state and local program participants. Our questions and comments were given serious consideration and I think it was a very helpful meeting."

"South Carolina staff were excellent planners and hosts."

STEERING COMMITTEE MEETING

December 7-8, 1972
Hotel Burlington
Washington, D. C.

- The meeting was officially opened by Dr. Ellis, after which the Steering Committee was welcomed by Dr. Lee Burchinal. Dr. Burchinal spoke informally about the relationship of N.I.E. to O.E. and the resulting relationship of the National Dissemination Project to N.I.E. Dr. Burchinal informed the Steering Committee that N.I.E. is undergoing a fundamental review. An outside panel will be appointed to review ways and means of effectively disseminating educational information. It was concluded that the most effective way for the states to demonstrate their concern for particular N.I.E. projects is to present their arguments to this panel.

- South Carolina has submitted a proposal for continuation funding of the National Project under which the only activity would be a third National Conference. This extension is to be from January 1 to June 30, 1973. The Steering Committee discussed the need for a National Project beyond South Carolina's responsibility and possible objectives and activities of such a project. Bill Israel of the CCSSO was present and suggested that the Council may be interested in becoming the Secretariat after South Carolina's term ends.

- Glenn White of Missouri and George Katagiri of Oregon were introduced as new Steering Committee members. The committee discussed the role of the Steering Committee after the extension period. The general feeling was that the Steering Committee should take a more active part in the project on the national, regional, and state levels.

- The next project activity under discussion was the document reporting the dissemination practices followed in the fifty states. It was suggested that editors include information clarifying the facts: that this was a voluntary activity; that no particular design was used and that the material was gathered early in 1971.

- The discussion of the project newsletter brought out the fact that no newsletters would be published during the six months extension. Several suggestions were made concerning the newsletter after the extension period. The main recommendation was that it be done on a quarterly basis. The secretariat could use the monthly mailout to disseminate any materials that should go out before or after the newsletter.

- Intertwined with the above discussions were plans for the third National Conference. The Steering Committee set up specific objectives and developed a working agenda around them. The conference, pending funding, is scheduled for February 22-23, 1973 in the Washington, D. C. area.

- No future Steering Committee meeting was planned.

A JOINT EFFORT TO ENHANCE DISSEMINATION FUNCTIONS IN STATE EDUCATION AGENCIES: PROPOSAL FOR CONTINUATION FUNDING

Principal Investigator: W. E. Ellis

Contracting Agency: South Carolina Department of Education

Federal Funds Requested: $19,453

Beginning Date: January 1, 1973

Ending Date: June 30, 1973

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON, D.C. 20202

BUDGET BUREAU NO. 51-R0034
APPROVAL EXPIRES 1-31-73

OE USE ONLY
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03

APPLICATION FOR RESEARCH SUPPORT

SECTION I - DESCRIPTIVE DATA

TYPE OF PROPOSAL

NEW (Place an "X" here)	04	
REVISION OF BUREAU NO.	05	
SUPPL TO CONTRACT NO.	06	
CONT OF CONTRACT NO.	07	X

TITLE OF PROPOSAL (200 characters and spaces maximum)	08	A Joint Effort to Enhance Dissemination Functions in State
	09	Education Agencies
	10	
	11	
PROPOSED STARTING DATE (Mo., Day, Yr.)	12	1/1/73
PROPOSED ENDING DATE (Mo., Day, Yr.)	16	6/30/73

PROJECT DIRECTOR

NAME (Last, first, MI)	19	Ellis, William E.
TITLE OF POSITION	20	Director
HIGHEST DEGREE	21	Ed. D.
BIRTH DATE	22	2/2/26
TITLE OF ADDRESS	23	Dr.
SOCIAL SECURITY NO.	24	248-30-9509

APPLICANT INSTITUTION

NAME	27	S. C. State Department of Education
MAJOR SUBDIVISION	28	Division of Administration and Planning
MINOR SUBDIVISION	29	Office of Research
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ZIP CODE	34	29201
COUNTY	35	Richland
CONGRESSIONAL DISTRICT	36	

OE USE ONLY
25

WHERE RESEARCH TO BE CONDUCTED (If different from above)

INSTITUTION	40	
ADDRESS	41	
CITY	42	
STATE	43	
TELEPHONE (Include Area Code)	44	
ZIP CODE	45	
COUNTY	46	
CONGRESSIONAL DISTRICT	47	

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39

SIGNATURE OF PROJECT DIRECTOR: William E Ellis — DATE: 11/27/72

OFFICIAL SIGNING FOR INSTITUTION

NAME (Last, First, MI)	12	Busbee, Cyril B.
TITLE	13	State Superintendent of Education

SIGNATURE: Cyril B. Busbee — DATE:

OTHER KEY PERSONS

	NAME (Last, First, Middle Initial)	BIRTH DATE	SOCIAL SECURITY NUMBER
48			
48			
43			
48			

TYPE OF ORGANIZATION (Check appropriate box)

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	PRIVATE INSTITUTION		PUBLIC INSTITUTION			
☐ INDIVIDUAL	☐ PROFIT	☐ NON-PROFIT	☐ FEDERAL	☐ LOCAL	X STATE	☐ OTHER

NAME OF US OE OFFICIAL PREVIOUSLY CONTACTED ABOUT THIS APPLICATION, IF ANY

Robert Chesley

PROJECT DIRECTOR'S TIME COMMITMENT IF PROJECT IS FUNDED	PERCENT OF TIME	ENDING DATE	FUNDING AGENCY
TEACHING DUTIES (If none, leave blank)			
ADMINISTRATIVE DUTIES			
RESEARCH IN PROGRESS. TITLE OF PROJECT			
1.			
2.			
3.			
4.			
CONSULTANT SERVICES			
TIME PLANNED THIS PROJECT			
OTHER			
TOTAL			

IF YOUR PROPOSAL IS A TRAINING PROJECT, COMPLETE THE FOLLOWING

A. TYPE OF PROPOSAL

☐ UNDERGRADUATE ☐ GRADUATE

☐ POST DOCTORAL ☐ INSTITUTE

☐ SPECIAL TRAINING PROJECT

☐ PROGRAM DEVELOPMENT

B. INSTITUTIONAL ALLOWANCE

1. BASED ON RATE PER TRAINEE

NUMBER OF TRAINEES	RATE	AMOUNT

2. TOTAL INSTITUTIONAL ALLOWANCE

C. TRAINEE SUPPORT

1. STIPENDS

NUMBER OF TRAINEES	STIPEND RATE	AMOUNT
SUBTOTAL		

2. DEPENDENCY ALLOWANCE

NUMBER OF DEPENDENTS	RATE	AMOUNT
SUBTOTAL		

3. TRAVEL RELOCATION COSTS

4. TOTAL TRAINEE COSTS

SECTION II - PROJECT COST ESTIMATES

		TOTAL PROJECT COSTS (Federal)
PERSONNEL SALARIES	51	$ 8,405
EMPLOYEE BENEFITS	52	1,307
TRAVEL	53	
SUPPLIES AND MATERIALS	54	
COMMUNICATIONS	55	500
CONTRACTUAL: DUPLICATING AND REPRODUCTION	56	
CONTRACTUAL: STATISTICAL	57	
CONTRACTUAL: TESTING	58	
CONTRACTUAL: OTHER	59	
FINAL REPORT	60	
EQUIPMENT	61	
TRAINEE COST (C4 above)	62	6,400
INSTITUTIONAL ALLOWANCE (B2 above)	63	
OTHER DIRECT	64	
SUBTOTAL DIRECT COST	65	
INDIRECT COSTS	66	2,841
TOTAL PROJECT COSTS	67	$ 19,453

CHECK THOSE BOXES WHICH BEST DESCRIBE YOUR PROPOSAL

[ ] ELEMENTARY EDUCATION [ ] SECONDARY EDUCATION [ ] HIGHER EDUCATION

[ ] ADULT OR CONTINUING EDUCATION [ ] HANDICAPPED CHILDREN AND YOUTH [ ] VOCATIONAL EDUCATION

[ ] EDUCATIONAL RESEARCH AND DEVELOPMENT CENTER [ ] REGIONAL EDUCATION LABORATORY

[ ] LIBRARY OR INFORMATION SCIENCE RESEARCH [ ] TRAINING PROGRAM FOR RESEARCH PERSONNEL

[ ] EDUCATION AND RESEARCH INFORMATION GATHERING AND DISSEMINATING

[ ] OTHER *(Specify)*

SECTION III - ABSTRACT OF PROPOSED RESEARCH ACTIVITY

TITLE OF PROPOSAL	A Joint Effort to Enhance Dissemination Functions in State Education Agencies
PROJECT DIRECTOR'S NAME	W. E. Ellis
INSTITUTION NAME	S. C. State Department of Education

ABSTRACT *(This is for inter-governmental distribution. Omit confidential information. 2000 character limit - 250 words maximum)*

The South Carolina Department of Education is requesting that the U. S. Office of Education, National Institute of Education, fund an additional six months of the project, "A Joint Effort to Enhance the Dissemination Functions in State Education Agencies" for the purpose of conducting a National Dissemination Conference.

The activity will cover a six-month time span and utilize information and experiences gained through the operation of previous National Dissemination Conferences. At the termination of the six months, if requested by the Office of Education, the South Carolina Department of Education will then assist another state or agency in the continuation of this effort if considered appropriate at that time.

The Project will be conducted in close cooperation with personnel from the National Institute of Education, the Steering-Advisory Committee, and designated representatives from the several states.

ASSURANCE OF COMPLIANCE WITH THE DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE REGULATIONS UNDER TITLE VI OF THE CIVIL RIGHTS ACT OF 1964

S. C. State Department of Education (hereinafter called the "Applicant")
(Name of Applicant)

HEREBY AGREES THAT it will comply with title VI of the Civil Rights Act of 1964 (P.L. 88-352) and all requirements imposed by or pursuant to the Regulation of the Department of Health, Education, and Welfare (45 C.F.R. Part 80) issued pursuant to that title, to the end that, in accordance with title VI of that Act and the Regulation, no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the Applicant receives Federal financial assistance from the Department; and HEREBY GIVES ASSURANCE THAT it will immediately take any measures necessary to effectuate this agreement.

If any real property or structure thereon is provided or improved with the aid of Federal financial assistance extended to the Applicant by the Department, this assurance shall obligate the Applicant, or in the case of any transfer of such property, any transferee, for the period during which the real property or structure is used for a purpose for which the Federal financial assistance is extended or for another purpose involving the provision of similar services or benefits. If any personal property is so provided, this assurance shall obligate the Applicant for the period during which it retains ownership or possession of the property. In all other cases, this assurance shall obligate the Applicant for the period during which the Federal financial assistance is extended to it by the Department.

THIS ASSURANCE is given in consideration of and for the purpose of obtaining any and all Federal grants, loans, contracts, property, discounts or other Federal financial assistance extended after the date hereof to the Applicant by the Department, including installment payments after such date on account of applications for Federal financial assistance which were approved before such date. The Applicant recognizes and agrees that such Federal financial assistance will be extended in reliance on the representations and agreements made in this assurance, and that the United States shall have the right to seek judicial enforcement of this assurance. This assurance is binding on the Applicant, its successors, transferees, and assignees, and the person or persons whose signatures appear below are authorized to sign this assurance on behalf of the Applicant.

Dated November 22, 1972

S. C. State Department of Education
(Organization)

By Cyril B. Busbee
(President, Chairman of Board, or comparable authorized official)

(Applicant's mailing address)

HEW-441
(12-64)

PROJECT COST ESTIMATES*
(Federal Support Only)

Project Director W. E. Ellis Institution or agency S. C. State Dept. of Ed.

Proposed Duration: (mos.) Six Starting date: 1/1/73 Ending date: 6/30/73

A. DIRECT COSTS			
Personnel Salaries**	51***	8,405
Employee Benefits (charged as direct)	52	1,307
Travel	53	---
Supplies and Materials	54	---
Communications	55	500
Services		
Duplicating and Reproduction	56	---
Statistical	57	---
Testing	58	---
Other	59	---
Final Report Production	60	---
Equipment	61	---
Training Program Costs		
a. Trainee Support Costs	62	6,400
b. Institutional Allowance	63	---
Other Direct	64	---
Subtotal, Direct Costs	65	---
B. INDIRECT COSTS	66	2,841
C. TOTAL COSTS (Federal Support)	67	19,453

* For projects longer than 18 months in duration, use one sheet for each 12 months of activity and a summary sheet for totals.

** Consultants: Show rate and number of days under Personnel, transportation and per diem under Travel.

*** Numbers are for computer usage (OE only)

SUMMARY AND ANALYSIS

In reviewing the dissemination practices of the twenty-seven states included in this report, it is evident that various means of disseminating both technical and general information are employed. The choice of a particular dissemination technique is contingent on the needs of the audience to be served. Technical or professional information, intended for local and state practitioners, is disseminated in most states by memo, newsletter, or workshop. The intention of such dissemination is the creation of awareness on the part of those who are in a position to implement new procedures. A transition in the intention of this type of dissemination has recently occurred. Several states have responded to this new thrust by developing dissemination systems which emphasize interpersonal linkage of information and user and utilization of existing research for problem-solving and decision-making. General information, intended to create public awareness and/or elicit public reaction, is disseminated in a multitude of ways.

Most states identify their ETV systems as an integral part of the dissemination process. All states use workshops and conferences for instruction and information. Other means of disseminating information include slide presentations, brochures, consultants, etc..

The degree of sophistication in the development of procedures for adaptation and adoption of promising practices depends on the organization within each state education agency. In most instances the Public Information Officer is considered the central communications link for the dissemination of general information. Technical or professional information is generally disseminated by one of several decisions within the SEA: Instruction or

General Education (curriculum consultants); Federal Programs (Title III, Title I, etc.); or Research and Development. Most state education agencies are attempting to develop comprehensive statements concerning dissemination practices.

It is concluded that there are efforts within state education agencies to encourage the implementation of change. In many state education agencies funding is a major handicap. Other state education agencies are solving this problem by attempting to coordinate proposals for funds under several federal and state programs.

In addition to funding, the three major problems which hinder the development of efficient SEA dissemination systems are:

1. Most state education agencies have not identified formal policies or procedures regarding the publication or production of materials used for dissemination.

2. The concept of a coordinated dissemination system often lacks priority with administrative levels.

3. The dissemination concept is vague enough to seem to include a wide range of activities. The lack of a distinct definition makes centralization of resources and activities difficult.

In spite of these problems, proposals are being written, dissemination officers are being hired, and some attempts to centralize the dissemination process are evident.

CONFERENCE SUMMARY

The third National Dissemination Conference sponsored by the South Carolina-N.I.E. project entitled "A Joint Effort to Enhance Dissemination Functions in State Education Agencies" was held at the Holiday Inn in Chevy Chase, Maryland, February 21-23, 1973. Forty-one states were represented; in attendance, also, were thirteen representatives of the National Institute of Education and two representatives of the U. S. Office of Education. The conference program was designed to provide opportunities for participants: to be informed of the status of the State Education Agencies' effort to continue to play a significant role in the development and utilization of dissemination activities; to provide learning opportunities through a display of outstanding projects and information provided by knowledgable speakers; to share with N.I.E. interpretations of directions considered critical in developing effective capabilities in State Education Agencies.

Conference participants were welcomed by Dr. W. E. Ellis, Project Director. Then Mr. Charles Haughey, Mr. Harvey Marron, and Mr. Richard Elmendorf of the National Institute of Education explained some of the changes that had taken place in N.I.E. and some of the plans N.I.E. has for dissemination activities.

The remainder of the morning was spent in small group sessions. Conference participants were divided into three groups which circulated through three sessions. One of the sessions, directed by Dr. W. E. Ellis, Mr. Gregory Benson, Jr., and Mr. Royal Henline, was on the subject of Funding Sources for Dissemination Activities. The other two sessions were presentations of dissemination activities within two State Education Agencies. Dr. Charles Mojkowski made the presentation for Rhode Island and Dr. Richard Herlig made the presentation for Kansas.

At the luncheon that afternoon Mr. Robert Chesley, Dissemination Task Force, introduced some of those who had contributed projects for display at the conference. Then Dr. Carl Lang, Director of the Clearinghouse on Higher Education, spoke a few words concerning the role of a clearinghouse.

The afternoon session, Evaluation of Pilot State Projects: A Summary, was presented by Dr. John Coulson of N.I.E. Also, that afternoon regional meetings were held and a block of time was reserved for the purpose of viewing displays brought in by various states and commercial enterprises.

The final morning presentation included a panel discussion on Educational Change and Dissemination which was chaired by Dr. Thomas Clemens and included panelists Mr. Gregory Benson, Jr., Steering Committee; Dr. William Paisley, Stanford University; and Mr. Josh Smith, American Society for Information Science. Then Dr. William Paisley spoke on Information Needs in Education and Dr. Byron Hansford, Executive Secretary of the Council of Chief State School Officers presented Plans for Secretariat Continuation.

After some final business was taken care of, the meeting was adjourned.

EVALUATION RESULTS

1. I was able to obtain a great deal of information concerning recent developments in the National Institute of Education (NCEC on questionnaire for May conference).

	May 1972	February 1973
Strongly Agree	64.8%	21.4%
Agree	24.3%	57.1%
Neutral	8.1%	14.3%
Disagree	2.7%	7.1%
Strongly Disagree	None	None

2. The information presented concerning the status of NIE funds for dissemination was insufficient.

	February 1973
Strongly Agree	10.7%
Agree	35.7%
Neutral	17.9%
Disagree	28.5%
Strongly Disagree	7.1%

3. There were not enough opportunities to share ideas on dissemination with other conference participants.

	May 1972	February 1973
Strongly Agree	5.5%	None
Agree	41.6%	32.1%
Neutral	13.8%	10.7%
Disagree	25.0%	42.8%
Strongly Disagree	13.8%	14.3%

4. The small group sessions were effective and provided valuable experience and knowledge.

	May 1972	February 1973
Strongly Agree	54.2%	21.4%
Agree	40.0%	60.7%
Neutral	2.8%	14.3%
Disagree	2.8%	3.6%
Strongly Disagree	None	None

5. The conference was organized to make efficient use of participants' skills and knowledge.

	May 1972	February 1973
Strongly Agree	13.8%	10.7%
Agree	41.6%	71.4%
Neutral	22.2%	10.7%
Disagree	19.4%	7.1%
Strongly Disagree	2.7%	None

6. The display of dissemination projects was not effective.

	February 1973
Strongly Agree	None
Agree	10.7%
Neutral	28.5%
Disagree	57.1%
Strongly Disagree	3.6%

7. The models and projects on display provided knowledge that can be put into practical use.

	February 1973
No answer	3.6%
Strongly Agree	7.1%
Agree	50.0%
Neutral	35.7%
Disagree	3.6%
Strongly Disagree	None

8. Information and methods of procedure presented at this meeting were too general to provide guidance in the implementation of dissemination activities.

	May 1972	February 1973
No answer		3.6%
Strongly Agree	5.5%	None
Agree	19.4%	10.7%
Neutral	11.1%	10.7%
Disagree	52.7%	67.8%
Strongly Disagree	11.1%	7.1%

9. In the regional group meeting, I was able to gain a greater understanding of regional coordination in dissemination activities.

	May 1972	February 1973
Strongly Agree	10.7%	10.7%
Agree	32.1%	42.8%
Neutral	28.5%	21.4%
Disagree	14.2%	21.4%
Strongly Disagree	14.2%	3.6%

10. I will be able to utilize within my SEA methods and concepts presented at the conference relating to the implementation of dissemination activities.

	May 1972	February 1973
Strongly Agree	14.7%	14.3%
Agree	64.7%	71.4%
Neutral	20.5%	14.3%
Disagree	None	None
Strongly Disagree	None	None

11. I may not be able to utilize within my SEA methods and concepts presented at the conference due to constraints exerted by my SEA personnel and state factors at the time of implementation.

	May 1972	February 1973
Strongly Agree	3.1%	None
Agree	28.1%	28.5%
Neutral	21.8%	25.5%
Disagree	46.8%	39.3%
Strongly Disagree	6.2%	7.1%

The activities of the conference which I found most valuable and effective were:

Small group sessions.

43.5% of respondents who answered this question specifically mentioned this activity as most valuable and effective.

Comments:

"Small group meetings--good."

"Kansas and Rhode Island presentations."

Presentations by NIE personnel.

34.8% of the respondents mentioned specific presentations by NIE personnel or the interchange with NIE representatives in general as a most valuable part of the conference.

Comments:

"Presentation by Haughey (first session)."

"NIE presentation."

"Comments by NIE staff."

Informal personal contacts.

21.7% of the respondents specifically mentioned this activity as most valuable and effective.

Comments:

"The chance to interact with professionals in the dissemination process."

"Informal discussions with NIE staff and also with representatives from other states."

Regional meetings.

13.0% of the respondents specifically mentioned this activity as most valuable and effective.

Panel discussion.

13.0% of the respondents specifically mentioned this activity as most valuable and effective.

Presentation by Byron Hansford.

8.7% of the respondents specifically mentioned this activity as most valuable and effective.

Other.

"Discussion of methods used in other states."

"This conference was quite effective in providing us with vital information in a time of crisis."

"Large group presentations."

The activities of the conference which were of least value or least effective were:

Materials display.

25% of the respondents specifically mentioned this activity as least valuable or least effective.

Comments:

"Displays--I have seen most of them before. But this kind of thing should be continued just the same because new materials will emerge."

Panel Discussion.

15% of the respondents specifically mentioned this activity as least valuable or least effective.

Comments:

"Panel not organized as a panel."

Time constraints.

10% of the respondents specifically mentioned this aspect of the conference as least valuable or least effective.

Comments:

"Lack of time for much activity as above." (Inter-personal exchanges)

Small group on "Funding Sources".

10% of the respondents specifically mentioned this activity as least valuable or least effective.

Comments:

"Funding source small group session--few people seemed to grasp what the session was all about."

Luncheon speech.

10% of the respondents specifically mentioned this activity as least valuable or least effective.

Other.

15% of the respondents indicated that all activities of the conference had some value.

"Lack of specific information from NIE."

"Large group meetings."

"Regional discussion."

"Displays, presentation of Sieber's report (we had already made a major effort to assimilate the results of his study)."

I feel that a need still exists for:

These comments were more specific and could not be catagorized.

"Inclusion of vocational RCU's into the NDC and consideration also given to including Agricultural Extension Service and other formal dissemination programs."

"More involvement of organizations like CCSSO."

"Some how-tos--example, information packaging--marketing skills."

"More information concerning NIE, what's happening, what future dissemination has, if any, and what we do in the meantime."

"A strong tie with NIE."

"Clear-cut policy on regional thrust both by the group and by NIE."

"Information on funding and implementation of the educational extension agent concept."

"Let's not forget that there are always new people at these meetings who need some basics."

"More time."

"Further clarification of policies and role of NIE; explication of NIE personnel functions (who to see for what); indications of projected resource availability for programs through SEA's."

"Improved quality control in Clearinghouses on a rating scale."

"Better regional meetings."

"Dissemination efforts in the states will be seriously crippled without some Federal funding--directly or indirectly."

"More small group discussion where questions and answers flow freely. Perhaps even these groups may be on an intimate one-to-one basis: a larger center with a less experienced smaller center where the one could offer personal suggestions, answers to the newer center's problems and questions."

"Reinforcement and review activities."

"Swapping more record keeping forms, technical problems and solutions which work for each system, methods of evaluating services and internal P. R."

"National conferences."

"More regional meetings."

Additional Comments:

"Let's don't stop now."

"The speakers were excellent in their frank and open discussion of the problems. The conference participants were aware of the difficulties but seemed to leave with a spirit that we will continue one way or another in a dissemination system linking the local, state and national resources as Ed (Dr. W. E. Ellis) said--to improve the education of boys and girls. Recommend that Dr. Ellis continue to serve as the "secretariat" to inspire, push, and help keep us going."

"We need to swap manuals of operation--also a little more candor of problems involved in large systems would be appreciated."

"A valuable experience--all too short for the many concerns discussed."

"Very good conference."

"Generally I felt the occasion was entertaining and informative--surely not a waste of time or expenses."

"Great to meet so many capable people at all levels of dissemination."

"Program was well organized and efficient. Most of the speakers were very good. Too much slack time (evenings)."

"NIE personnel do not seem to be fully aware that they are not only obligated to carry out executive and legislative mandates but they should also provide advice on policies, programs and processes for future consideration; the potential decrease of assistance through discontinuation of funding programs such as ESEA Titles III and V is only one area for which they should be suggesting other alternatives since both have potential for deleterious effects on the future effectiveness of their operations."

"Good show."

"Well done!"

"Typical well-run program by South Carolina."

"Needed larger rooms for the small group discussions. 805 and 905 were too cramped."

"Well conceived and executed."

"I would like to see more displays of commercial companies and other groups with materials on microfiche and of use to elementary and secondary schools."

"Enforce NO SMOKING during sessions--it is a most annoying, irritable practice."

"This was a well organized conference as is par for the course for South Carolina and the steering committee."